

9/9/4 (Item 2 from file: 13)
DIALOG(R)File 13:BAMP
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1042278 Supplier Number: 01024029 (THIS IS THE FULLTEXT)
SET SALE ON THE 'NET

(Companies looking to the **Internet** to boost sales will need to have more than a static listing of information and products. Dynamic, interactive sites, customized to individual users will be needed)

Article Author(s): Stevens, Tim
Industry Week, v 246, n 8, p 56-58, 62+
April 21, 1997

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LANGUAGE: English RECORD TYPE: Fulltext; Abstract

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ABSTRACT:

Companies that have dynamic, interactive sites with content suited to individual users delivered on proprietary networks will become the winners in the race to generate new sales over the **Internet**. IBM is building a tailored proprietary intranet site for principal accounts and customer groups so that they can conduct business with IBM through a private conduit. The strategy is to create a site template with standardized organization, security, navigation, and underlying technology that can be applied across different kinds of customers. The site of Millipore Corp. (<http://www.millipore.com>), manufacturer of purification technology for research and development (R&D) and manufacturing applications, allows users to create their individual product **catalog** on the fly, based on their specific field of interest. Particular promotions, useful accessories, or messages can be relayed to registered users, based on expressed choices. GE Plastics' <http://www.ge.com> enables users to explore through Living Environments, a three-dimensional concept house with plastics in nonconventional applications, by downloading a video player. Rockport Corp., market leader in the "brown shoe" classification, at <http://www.rockport.com>, produces a customized **catalog** of shoe recommendations to fit the lifestyle of the visitor after the latter names his/her job, leisure, and recreational **preferences**. The site also shows the nearest retailer. Article discusses global management and dealing with dealers.

TEXT:

WINNERS IN THE RACE TO GENERATE NEW SALES OVER THE **INTERNET** WILL HAVE DYNAMIC, INTERACTIVE SITES WITH CONTENT TAILORED TO INDIVIDUAL USERS DELIVERED ON PROPRIETARY NETWORKS.

BY TIM STEVENS

DIGITAL EQUIPMENT CORP., MAYNARD, MASS., WAS ONE OF THE FIRST companies to go **online** with a **Web** site, offering product information as early as 1993. Later DEC added shopping capability from an **online** **catalog** of systems and components. Today the DEC site is hit nearly one million times per day, and in 1996 the **online** store generated \$210 million in revenues.

While the DEC story is clearly one of **Web** success, most companies are still feeling their way, groping around in cyberspace. Even the consultants are having difficulty forecasting the future of **Internet** commerce, with predictions ranging from \$66 billion to \$95 billion for business-to-business **Internet**-generated sales by the turn of the century.

Whatever the size of the pot of gold, to capture their share of the riches, companies will need to do much more than post static information and **catalog** pages. The initiatives of today's **Internet**-marketing trailblazers add value to customer relationships. **Web** strategies complement overall marketing plans. Sites are dynamic and interactive. Content is tailored by and for specific companies and individuals, and it's delivered via proprietary links. Intranets facilitate collaboration and global account management. Dealers and distributors are linked for timely order processing and business management. **Web**-visitor "click prints" are mined for market-revealing trends and product direction.

photo omitted

One message is clear: Start with a business proposition, but do something. "If you don't learn to use it and adapt it early, when the **Web** breaks for your type of industry, you'll never be able to catch up if you haven't been investing, because it will move so fast," says Fred Fassman, general manager for global direct marketing, IBM Corp., White Plains, N.Y.

Need some ideas? Here's how IBM and other leading-edge **Internet** marketers such as **AMP** Inc., Dow Chemical Co., Snap-on Inc., Hewlett-Packard Co. (HP), and Dell Computer Corp. are exploiting the **Web** in sales and marketing applications with rich, compelling sites and value-added strategies.

PRIVATE PARTS

At IBM, the **Internet** direct-marketing strategy is built around three objectives: extending reach into new markets, penetrating existing markets, and saturation of current customers. To meet these objectives, IBM is creating tailored proprietary intranet sites for customer groups and major accounts, so they can do business with IBM via a private channel. The strategy is to build a site template with standardized organization, navigation, security, and underlying technology that can be applied across the various types of customers.

"We build a model of each kind of site, and then replicate it," says Fassman. Once a model is established, the look of the particular site is customized with appropriate logos and a custom **catalog** of specific devices or specially configured systems for the account, including contract-negotiated prices.

A case in point is a proprietary intranet site established for the Animal & Plant Health inspection service of the Federal Dept. of Agriculture, which awarded IBM contracts for PCs, workstations, and mid-range computers. The site provides 77,000 agency buyers with **online** transaction capability, including browsing and information collection through automatic order fulfillment.

While winning a government contract gives IBM the right to do business, it still must convince buyers to buy, so the site provides a venue for promotions and new-product introductions as well, according to Fassman. Financial transactions are by normal paper billing against contract, and while other forms of reconciliation may be used in the future, "it really depends on the customer's accounts-payable system," says Fassman. Using the proprietary intranet, the cost of doing business for both IBM and the buyers has been significantly reduced, now running at about 5% of sales. "Before the site, the order cycle in this segment was six weeks--now it's 14 days," says Fassman. "There was an error rate of 14%, which is now down to 2%. And while we used to spend \$60,000 per year on **catalogs** for this group, now it is zero, which alone is enough to maintain the site." The site currently averages 13,400 requests per week.

The economics of the template concept are vividly borne out as IBM has now completed 17 proprietary sites. "The first site cost \$500,000," says Fassman. "By the tenth (one) we were down to 25% of the cost, and by No. 100 it will be 6%. So now we've created a competitive advantage for IBM by laying out technical and business **Internet** models, and mass-customizing **Web** sites that provide value to customers. We have also asked our advertising agency to organize themselves around this business model so they can take the creative side and gain the same kind of economic advantage for themselves and us."

Austin-based Dell is another **Web** vendor that uses private intranet connections for major accounts, offering pre-configured bundles at negotiated prices. Combined with consumer purchases on its public **Web catalog**, the **online** "Dell Store" generates \$1 million in revenues per day.

Catering to individuals is the basic objective of a unique **Internet** initiative at Dow in Midland, Mich., called "My desktop at Dow." Here an authenticated user enters the corporate site at <http://www.dow.com> and creates a desktop of his own, a site within a site.

The user--a customer, strategic stakeholder, or member of the media--is assigned his own customized home page, from which he can access, through hypertext links, documents and addresses of interest to him, be they product, financial, or company-news related. Through his personal site a user can also create direct e-mail links to the persons at Dow he is most likely to contact, such as purchasing, sales, or technical experts.

"The value the **Internet** represents has surpassed straight information sharing, and is now in the realm of one- to-one relationship marketing," says Richard Sosville, vice president for sales and marketing.

The "My desktop at Dow" site is a two-way street. "It also allows Dow the opportunity to drop the user a note or communicate personalized information based on **preferences** expressed upon registration," says Kanina Blanchard, communications manager for Dow's **Internet** and intranet initiatives. "For instance, we might inform someone interested in polystyrene of a special exhibit or demonstration at an upcoming trade show." Dow account managers are also setting up sites for executives at key customers to communicate basic industry and other executive-level information.

The same "Desktop" concept applies to customer groups as well, for which Dow can create sites that provide access to a particular product database by a target audience. The data could include case studies, competitive information, or computer modeling systems for proprietary material selection or performance under specified stresses. "These are value-added technologies and tools that give us a competitive edge with strategic customers," says Blanchard.

The Dow intranet plays a key role in keeping the sales force--now operating remotely in North America--connected to the company. Salespersons tap into the intranet for news, what's being said about Dow in the media, and to reference position statements--for instance, Dow's stance on the company's liability in breast implants provided by Dow Corning Corp. (a joint venture between Dow Chemical and Coming Inc.).

"It helps keep people motivated, in touch with the company, and empowered, knowing that the customer doesn't know things about Dow that the sales people don't by virtue of being physically cut off," says Blanchard. Dow is currently evaluating Webcasting technology, a *ka pus* technology (see "Spread the news," Page 66), to actually deliver content directly to a salesperson's computer, rather than relying on him or her to search for information.

photo omitted

SITE-SEEING

Visit the **Web** site of **AMP** Inc., the world's largest electronic connector manufacturer at <http://www.connect.amp.com>, and you'll find a product **catalog** with some 90,000 components.

Difficult if not impossible to navigate in paper format, the **online** version allows an engineer to cut the **catalog** down to size with an interactive search engine that drills into the product maze by component parameters (gold contacts, pointed connectors, 100-volt capacity). An engineer can locate a part that fits his specifications without ever knowing the part number.

Once located, 3-D CAD drawings of the part can be downloaded to the engineer's working drawing and plugged directly into his circuitry design. "We've seen savings in an engineer's time--from minutes, up to a day and a half--in locating parts, gathering technical data, and getting that information into the document they are building," says Jim Kessler,

director of global electronic commerce at **AMP**'s Harrisburg, Pa., headquarters. Up in eight languages since January 1996, the site receives 75,000 hits a day, from 65,000 registered users in 80 different countries. 4/5

Currently a visitor to the **AMP** site can select the language the **catalog** is displayed in and can identify the country of delivery for products, which then triggers display of standard stocking parts and part numbers for that country. In the next phase of sophistication, **AMP** will add another layer of security and create company-specific "sub- **catalogs**" of standard stocking parts for a particular company based on that company's part numbers.

"So by virtue of his registration at the site, an HP engineer, for instance, will get a customized **catalog** of standard HP parts identified in the HP format," says Kessler. "As our relationship with a customer is enhanced, there is an almost infinite level of customization possible, literally with specific engineers in specific companies."

Since the **AMP** Web site went up, the role of the salesman has become more consultative. "In the past the salesmen have spent a lot of time analyzing the **catalog** with the customer to help select the right product," says Kessler. "With the search engine we have stripped away the less complex selection activities, off-loaded the sales organization of the more mundane work, and really added value to the customer relationship."

Analyzing "click prints"--point of entry, length of time on a page, and products and applications viewed--all help **AMP** paint a **profile** of the interests of a site visitor. Combining thousands of these **profiles** with proprietary software reveal market and industry trends, according to Kessler. Dead-end paths help **AMP** identify holes in the product line that could signal line-extension opportunities. Hits from a variety of individuals at an unknown company could point to a potential large account currently not called on. "There is quite a bit of valuable information available to us," says **AMP**'s Kessler.

AMP now offers its services in a consulting and systems-integration role for other companies wishing to establish a strategy and presence on the **Internet**. For more information, visit <http://www.ampemerce.com>.

Other companies whose sites have highly interactive content include:

* Millipore Corp., maker of purification technology for R&D and manufacturing applications at <http://www.millipore.com>. Once into the Millipore site, users can create their own product **catalog** on the fly, based on their particular area of interest. After a custom **catalog** is established, the system continually tracks the user's click prints, and automatically updates selected pages for the next viewing. Specific messages, promotions, or useful accessories can be posted to registered users, based on expressed **preferences**.

* GE Plastics at <http://www.ge.com>. By downloading a video player, users can fly through Living Environments, a 3-D concept house with plastics in nontraditional applications, such as roofing and window glazing. By clicking on "hot spots" throughout the house, users bring up the benefits of the application of a particular plastic at that specific location in the house. The fly-through concept is being expanded to include an automobile fly-through showing parts-reduction and design-for-assembly opportunities with GE Plastics.

* Hewlett-Packard at <http://www.hp.com>. Once on a **catalog** page, a visitor who has questions about system configuration can click on the "Call Me Now" feature, a little red telephone icon that initiates a call to the HP customer-service center within seven seconds. When the customer-service rep answers the call, he or she can see the click prints of the caller and, with the caller's page in view, is better prepared to deal with any questions.

* Rockport Corp., market leader in the "brown shoe" category, at <http://www.rockport.com>. After a visitor describes his work, leisure, and recreational **preferences**, the site generates a customized **catalog** of

shoe recommendations to complement that lifestyle and indicates the nearest retailer.

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GLOBAL MANAGEMENT

"Most of our big sales in recent years have been accomplished because of our ability to link the teams around the world, and those resources are engaged over the **Internet**," says Stephen Hamilton, sales process systems manager at HP's Computer Systems Operations-Americas, Cupertino, Calif.

HP's global account-management strategy begins with a database accessed via a Global Account home page linking to information on key multinational customers. For instance, the Ford page links not only to the Ford Motor Co. home page, but to a Ford organizational chart of personnel pertinent to the success of the account, an organization chart of the HP/Ford global-account team, each individual's responsibilities, and individual account plans. Account presentations are posted, so they can be shared and used uniformly at different worldwide locations if desired.

DEALING WITH DEALERS

The **Internet** is also proving to be a valuable tool in linking companies to their dealer, manufacturing rep, or distributor network.

For instance, Snap-on in Kenosha, Wis., has developed a network linking some 4,000 of its nationwide franchise tool dealers. Each is provided with a network browser that defaults to the Snap-on **Web** site where the dealers can tap into new-product information, training rooms, news groups by topic, and promotional details. "The dealers can browse at their convenience and get the information that's specifically important to them," says CIO Larry Panatera. "For example, new dealers spend time in the training rooms, while established dealers share best practices."

Rockford Corp., Tempe, Ariz., maker of audio systems and components, will be up on the **Internet** in May, first with a communication network for its 21 manufacturing reps and by August for its 1,200 dealers. Accessible to the distribution network will be order status off a real-time database, including a post-shipment hypertext link to the carrier when possible. Reps will be able to check open receivables, get invoicing information, check return material and credit line, and get management information.

Although purchasing will be against a traditional line of credit, financial transactions could one day occur via electronic-fund transfer, predicts Dave Richards, vice president of information technology.

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COMPANY DEPARTMENT NAME: Information Technology; Marketing & Sales
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Marketing strategies; Technology application
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1044605 Supplier Number: 01016238 (THIS IS THE FULLTEXT)

Global Selling on the Internet

(Some firms are making money selling on the Internet's World Wide Web; some are doing it globally)

Article Author(s): Yoegel, Rob

Target Marketing, v 20, n 3, p 106, 108+

March 1997

DOCUMENT TYPE: Journal; Guideline ISSN: 0889-5333 (United States)

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ABSTRACT:

Direct marketers and companies should consider offering multilingual sites. If a company maintains a substantial customer base in countries that do not speak English, it is logical to get in touch with them via their native language. Gordon Lewis and Robert Lewis in their book "Selling on the Net," advise that the best means of making a Web site multilingual is to hire the skills of native speakers. However, slang should not be used as it tends to hamper international response. To date, software applications that feature Web page translation have not proven themselves at par with what humans can do. Article discusses Web browsers that can read various characters and fonts.

TEXT:

BY ROB YOEGEL

PUTTING THE 'WORLD' INTO YOUR WEB SITE

YOUR CATALOG made its long-awaited entrance in the world of cyberspace. You hired the best Web development team money could buy, and you're using the latest commerce technology to make your customers feel safe purchasing online. However, orders still aren't coming in. Why?

The World Wide Web --the Internet's fastest growing and youngest component at the tender age of 5--is still evolving. However, some companies are making money in cyberspace--and some are doing it globally.

International Data Corp, a leading provider of information technology data, analysis and consulting and a subsidiary of International Data Group--publishers of Computerworld, MacWorld and PC World magazines--reports that commerce on the Internet totaled \$3 billion last year, one-third of which is attributed to the World Wide Web. Forrester Research estimates Internet sales at \$6.6 billion by the turn of the century; however, no two figures are alike. Yes, online commerce is mere peanuts compared to the \$1.2 trillion in direct marketing sales last year, but it's a start.

SPEAK YOUR CUSTOMER'S LANGUAGE

Many direct marketers have ventured successfully into foreign countries by translating their catalog or mailing into another language. If you have a significant customer base in non-English speaking countries, it makes sense to reach them in their native tongue. There is no reason why this can't be done with a Web site.

Although few companies are currently selling their products on a multilingual Web site, as more and more of them head to cyberspace, it's likely to become a trend. According to domain registrar InterNIC (<http://rs.internic.net>), a cooperative activity between the National Science Foundation, Network Solutions and AT&T, over 600,000 registered domain names representing commercial entities (.coms) were obtained between August 1993 and October 1996. Are you next?

photo omitted

With a **Web** site, you have an opportunity to reach every country on all seven continents. After overcoming the initial trepidation, you should think about the audience you intend to reach. "It's usually an organizational and financial struggle for any company to come to grips with getting on the **Web** in the first place," says Price M. Collins, president of Trumbull, CT-based Alphabet Systems (<http://www.alphabet.com>), a **Web** presence consultancy specializing in creating sites in many languages. "They rarely think about other languages during that process."

ALREADY GONE GLOBAL

Computer direct marketer Gateway 2000 says its **Web** site has already generated about \$100 million, approximately 2 percent of overall sales. Companies like the North Sioux City, SD-based computer manufacturer realized one of the true benefits of electronic commerce: the ability to bring a product to a world of consumers.

Gateway 2000's **Web** site (<http://www.gateway2000.com>)--which averages about 1 million hits a day--offers **online** shoppers around the world the opportunity to personally configure and order a computer. The company's "Global Sites" include Japan, France, the Netherlands, Germany and Sweden, as well as the United States, Australia and the United Kingdom. Gateway offers various purchase options for its foreign customers including credit card transactions.

Another high-tech direct marketer with a **multilingual** **Web** presence is Sun Microsystems and its aftermarket company, SunExpress (<http://www.sun.com/sunexpress>). Last year, SunExpress expanded its 2-year-old **Web** site--which already listed local language information on more than 3,500 aftermarket products--to include SunPlaza, Sun's set of electronic commerce services. SunPlaza enables visitors in North America, Europe and Japan to get information **online** on products and services and place orders directly and securely in their native languages.

SunExpress considers itself among the "early adopters" of global electronic commerce due to the conduciveness of the high-tech products. Customers also have indicated that they're comfortable with electronic commerce. While the majority of visits to our **Web** site today are for customer inquiries, we strongly believe a good portion of our business will be conducted over the **Internet** in the future," says MaryAnn Munroe, SunPlaza business operations manager.

HOW IT'S DONE

As with any direct marketing medium, international response can be hindered if you use slang, says Herschell Gordon Lewis and Robert D. Lewis--in their book, *Selling on the Net: When creating a **multilingual** **Web** site, follow the same titles as oilier multinational promotions, they advise, by "employing native speakers from each country to check and repair usage."*

The best way to make a **Web** site **multilingual** is by utilizing someone already on staff or hiring the services of a company that employs native speakers. Although there are software applications available that tout **Web** page translation, many experts share Price Collins' opinion. "Automatic translation has not proven to be up to snuff so far," he says. "This may eventually change." Tim Koogle, chief executive of the popular **Web** search engine, Yahoo!, told The Wall Street Journal last year, "It (machine translation technology) serves as a good first pass, but then humans have to come through and have to do a small to extensive clean-up."

Where is the Greatest Wave of **Web** Surfers?

U.S.	82.7%
Europe	6.22%
Canada & Mexico	5.6%
Australia/New Zealand	2.85%
Asia	.9%
Africa	.32%
Middle East	.32%
South America	.23%

SunExpress uses a central proprietary database of marketing and product information to create **online** content as well as hard copy **catalogs** and telesales reference materials. New products are entered into the database and "tagged" for translation into certain languages depending on in which countries the products will be made available. This information is then processed and automatically outsourced to LioNBRIDGE Technologies--formerly part of Stream International--for translation to more than a half dozen languages. LioNBRIDGE uses human translators around the world as well as some commercial and customized software for faster turnaround.

When data returns to Sun, the translations are verified by in-house personnel. "Our translation process is something that is happening continuously as we introduce new products," says Munroe.

IS IT FOR YOU?

Catalog consultant Jack Schmid believes the idea of a **multilingual** site also can be used for marketers who have a **Web** presence specifically for lead generation. Other companies presently offer **Web** site customer service in different languages.

SunExpress' SunPlaza is designed to make the entire buying experience easier on customers by offering new product information and order status inquiries, in addition to **online** commerce. "It's our mission to provide different ways for our customers to order and contact us," says Munroe. "We don't see telesales not being in place or the hard copy **catalog** being mailed less. It's there to allow the customer the choice and to feel comfortable."

The reason why **multilingual** **Web** sites may head toward customer service functions is twofold. First, although it is improving, consumer apprehension about ordering **online** still exists. "(**Multilingual** sites) are more for customer support," says Alphabet Systems' Collins. "Mostly the large search engines are the only ones taking in revenue, and that's advertising," Yahoo! offers versions in **French**, **German** and Japanese. Netscape's popular **Web** browser, Navigator 3.0, and Microsoft's **Internet Explorer** are both offered in 10 languages.

WILL IT BE SEEN?

The second reason that causes **multilingual** **Web** site apprehension is that most of the people surfing the **Web** are in the United States. International Data (<http://www.idcresearch.com>) estimates that 31.4 million people surfed the **Web** in 1996 with over 100 million more projected by 2001. According to a recent World Wide **Web** user survey, the United States is still way ahead of the pack in **Web** surfing (see chart on page 108).

Sun's Munroe, along with Bobbi Burns, SunPlaza planning and business development manager, believes these figures will change as customers in Europe and Japan increasingly decide to conduct business over the **Internet**. They admit their company is diving head first into international **Web** waters. "As part of Sun Microsystems, Inc., we are embracing the **Internet** as a viable way to offer products and services to our customers worldwide," says Burns.

There is something else to consider when really taking your site to the world: updated **Web** browsers that can read different characters and fonts. If a **Web** surfer doesn't have special character sets for certain foreign-language alphabets, they get a bunch of gibberish. One way to get around this is to use the very common Graphics Interchange Format (GIF) files. Collins created a **Web** site for General Electric's community service organization, Elfun (<http://www.elfun.org>), in nine different languages. The Chinese site uses simple two-color GIFs that download quite fast.

1996	\$1.25 BILLION
2000	\$7.3 BILLION (projected)
SOURCE: JUPITER COMMUNICATIONS	

TIME WILL TELL

With the far-reaching benefits of the World Wide **Web** yet to be determined, Collins still believes it's important to appear global even if it's a stretch initially. One way may be to offer a **multilingual** site that can grow into a worldwide salesman who never leaves the office. " **Web** site costs are among the most economical of all marketing activities," says Collins, "and putting **multiple languages** on a site can be done with small additional costs, especially if designed with that end in mind from the beginning."

Sun's Munroe and Burns believe that direct marketers can succeed in global **Internet** commerce because most have the infrastructure--lead generation, fulfillment operations, customer service, etc.--already in place.

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INTERACTIVE PC-BASED CATALOGING SYSTEM AVAILABLE FROM PHILLIPS PETROLEUM COMPANY CONTROLS COMPLEX INVENTORIES WORLDWIDE

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New York News Contact:

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49 West 45 St.

New York, NY 10036

212/221-2267

Contact:

George N. Bukota Joe Kalina

**INTERACTIVE PC-BASED CATALOGING SYSTEM
AVAILABLE FROM PHILLIPS PETROLEUM COMPANY
CONTROLS COMPLEX INVENTORIES WORLDWIDE**

BARTLESVILLE, Okla. -- A computerized cataloging system for flawless interactive tracking of thousands of items in any company's inventory is now available for use with personal computers.

The Optim/R (TM) cataloging system, developed originally by Phillips Petroleum Company for its IBM VSE and MVS mainframe computers, has been ported to PCs and PS/2s running the ORACLE relational data base management system (DBMS).

Phillips originally designed the program for tracking the million or more maintenance and chemical items purchased or produced worldwide by the international petroleum and chemicals giant. The new Optim/R program now allows PC users to locate and identify items quickly in the **catalog** database by providing individual eight-digit **catalog** numbers and complete descriptions.

The program prohibits duplicate item listings and also provides a structured format to ensure precise identification of material. These **attributes**, combined with user-definable reference lists to provide accurate item-substitution guides, result in a cataloging tool for centralized control by materials and purchasing managers.

The resulting **catalog** database can be used by engineers, auditors, construction and maintenance workers and others unfamiliar with the materials management function to quickly and accurately locate needed items in the **catalog** database. Should a specific item be unavailable, Optim/R can let the searcher know that there is another item within the system which can be safely substituted for the original.

Optim/R provides system-wide, **on - line** part inquiry by **catalog** number,

reference number, selected part characteristics, part name, **category** or **classification**, or by formatted description. Searches by any of these descriptors result in lists of related items, with each item precisely identified by its own eight-digit **catalog** number.

This **on - line** access to accurate product descriptions and **catalog** numbers by several methods makes Optim/R quick and easy for anyone to use, since the flexible system can find items by material description **attributes**.

Standardized descriptions, supplemented by the particular part number assigned to each item, provide instant retrieval of items in the **catalog** database.

Optim/R also separates user functions from **catalog** control functions,

helping materials and purchasing managers to maintain complete control over the cataloging system to maintain database integrity.

While a user may request to change or delete an item in a **catalog**, the **catalog** controller may review such changes BEFORE they become part of the official database Optim/R also permits **on-line** updating

of the **catalog** by adding new descriptions, automatically assigning new **catalog** numbers, adding reference numbers or related **catalog** numbers, adding expanded description information, or changing existing descriptions.

Optim/R has available more than 32,000 sets of rules for describing material items and 350,000 existing material descriptions currently in use within Phillips Petroleum Company. Users of Optim/R may request subsets of the Phillips database.

The accurate, real-time computerized **catalog** has saved Phillips countless man-hours compared with the material searches required by the company's previous cumbersome manual cataloging system.

For more information, contact: W. Delmar Johnson, Phillips Petroleum Company, Technology Licensing, Patent & Library Building, Bartlesville, Okla., 74004. Telephone 918-661-0620.

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1045806 Supplier Number: 01058610 (THIS IS THE FULLTEXT)

AMP Makes Online Media Work

(AMP is one cataloger that has risen to the challenges presented by marketing in an **online** environment, launching a high-tech business-to-business electronic **catalog** on the **Internet**)

Article Author(s): Carr, Steve; Solburg, Ron

Target Marketing, v 20, n 5, p 46-48

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ABSTRACT:

Presented are several success strategies employed by AMP during the launching of its electronic **catalog** on the **Internet**. First is an emphasis on a single over-riding message. This creates time savings in specifying AMP products. Second is the creation of an **Internet** ad. The ad was placed on the Lycos search engine under key words such as "electrical" and "engineering." Third is registration with **Internet** directories. It is very important to be registered on the best guides to the **Internet** such as Lycos, Alta, Vista, Yahoo, **Web** Crawler and others. Fourth are hot links. Efforts were exerted to connect the AMP **catalog** with appropriate **Web** pages elsewhere. Fifth is sending e-mail to journalists and industry influentials. Sixth is creation of an electronic press room. The AMP **catalog** was connected to its corporate home page, and press materials made available at the corporate site. Seventh is daily monitoring of the **Internet**. Article discusses some important points that other marketers can learn.

TEXT:

THIS B-TO-B MARKETER'S **WEB CATALOG** GETS AN EQUALLY HIGH-TECH LAUNCH

AS THE ELECTRONIC age matures, **online** marketing has become the cutting edge of direct marketing. The **Internet** enables companies to reach target markets quickly, interactively. As with print strategies, however, **Internet** marketing has its own challenges. For example, if you develop a first-rate **online catalog**, then you must market it to customers electronically as well.

AMP is one cataloger that has risen to the challenges presented by marketing in an **online** environment. In 1996, the high-tech business-to-business marketer launched an electronic **catalog** on the **Internet**. The **catalog** was intended to help AMP's customers speed their end-products to market while reducing AMP's own costs in printing and distributing paper **catalogs**.

Headquartered in Harrisburg, PA, AMP develops and manufacturers more than 100,000 electronic connectors and interconnection systems. Many customers needed assistance from a salesperson to locate the right product. (AMP has a stated corporate commitment to providing 24-hour global customer service.) Further, the company was spending more than \$4 million per year producing more than 400 paper **catalogs** containing product information.

The AMP solution was to design a user-friendly electronic **catalog**. Found at <http://connect.amp.com>, the **catalog** enables system designers, purchasing managers and others to locate needed data 24 hours a day.

And the **catalog** was designed to be **multilingual** in response to AMP's global customer base. Customers arrive at the site's welcome page and click on a box indicating language preference: **English**, **French**, **German**, **Italian**, **Spanish**, Japanese, Chinese or Korean. After completing a registration form, they may search for products alphabetically, by product picture or by part number.

Customers control the direction of the product search using proprietary navigator technology called Step Search. Trademark Step Search is a trademark of SAQQARA Systems Inc., a Sunnyvale, CA, firm that specializes in management and delivery of intelligent online catalogs for electronic commerce on the Internet. Guided by Step Search's high-resolution graphics and user-friendly directions, customers can locate specific products quickly.

AMP knew it needed a high-tech introduction that would motivate customers and prospects to try its cyberspace catalog. AMP Global Communication-Electronic Commerce Stat teamed with two partner agencies, Cramer-Krasselt and Easy-Com, both of Chicago, to develop and implement an Internet launch as part of an overall marketing thrust.

As AMP's director of commerce, Jim Kessler, says, "We've developed an efficient global system that makes identifying the right product easier for our customers. That's why <http://connect.amp.com> is a major breakthrough in electronic commerce and is one of the most sophisticated applications in use today."

SUCCESS STRATEGIES

Here are some of the components that made up the successful electronic introduction.

* Emphasis on a single over-riding message. The ability to design products rapidly through the Internet was the key message for Internet advertising. The theme was based on what customers had said during the testing phase of the catalog: As expected, the key benefit was time savings in specifying AMP products.

* Creation of an Internet ad. The ad was placed on the Lycos search engine under key words such as "electrical" and "engineering." By clicking on the ad, the prospect was automatically moved to the catalog. The ad generated so many hits during the first month that it was renewed for two additional months. These results were able to be tracked daily by software--a benefit of marketing on the Internet that few other marketing tactics can claim.

photo omitted

* Register with Internet directories. It is essential to be registered on the best guides to the Internet, such as Lycos, Alta Vista, Yahoo, Web Crawler and others. Each accepts submissions and places pages under the proper subject category with a hyperlink to the site from the directory at no charge.

* Hot links. Efforts were made to link the AMP catalog with appropriate Web pages elsewhere. Those of colleges and universities with strong reputations in engineering and engineering associations were especially appropriate. The strategy is to build relationships with relevant organizations and to make it easy for users to locate the catalog.

* E-mail to journalists and industry influentials. A press release was distributed electronically to media and engineering professors and engineering bulletin boards. In keeping with "Netiquette," influentials were first queried electronically about their interest in the subject matter before the release was sent to them.

* Electronic press room. The AMP catalog was linked to its corporate home page, and press materials were made available at the corporate site.

* Daily monitoring of the Internet. "Clip" files monitored the Internet on a keyword basis, seeking mentions of AMP and other advances in electronic commerce, in news group discussions.

In addition to this comprehensive introduction through the Internet, employee communications and direct mail to customers were part of the

campaign. A disk was mailed to customers which included **Internet** access software. Additionally, feature articles were placed in industry trade journals such as **Information Week** and **Datamation**.

Since marketing on the **Internet** is a relatively new experience for most direct marketers, AMP's early foray on the 'Net served to highlight some important points for other marketers to learn from.

1. A cutting-edge product deserves a cutting-edge introduction.

The **Internet** may change forever our expectations for a comprehensive marketing program. It already is having the effect of blurring classic distinctions between advertising, public relations and marketing. An **Internet** marketing program delivers the message, inspires action and measures and reports activity. And the whole transaction may occur in minutes. Thus, for products that are unusual such as an **online catalog**, it is essential to develop an introduction over the **Internet** that is as innovative as the product.

2. Excellence in graphic design and technology is as important in electronic media as it is with good old paper.

As with the mythic ballfield in Iowa, "build it, and they will come." But build it right if it's on the **Internet**. A site that is hard to use or less visual than a conventional **catalog** won't be effective. The AMP **catalog** uses the highest-quality digital camera images and scanned line art.

Graphics for the site were designed by Clement Mok Designs, known for its graphic work with Apple and Microsoft. All **Internet** marketing communications were carried out **online** with high quality and sensitivity to the interests of the target market.

3. Efficiency is essential. Customers will use an **online catalog** to save time. AMP customers in particular require detailed information that can be integrated into their products or systems designs quickly.

Marketing communications over the **Internet** also must be efficient as well as attention-getting. Important items must be highlighted so that cybernauts can access them quickly. Interesting or unusual applications or services should also be noted. And, as always, proper Netiquette should be observed.

With these rules in mind, marketers will have the best chance of making their **Internet** marketing programs a success.

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Scheme Aims to Help Info Seekers

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Oracle database and text-analysis play vital roles

By JOHN COX

REDWOOD SHORES, CALIF. Hoping to offer a simpler way to find information, Oracle Corp. this month will announce an ambitious scheme for enterprise document management.

At the core of the plan is the Oracle Documents system, which contains a graphical user interface, client applications, and server functions for document management.

Oracle Documents also includes Oracle's networking packages, according to an Oracle source and a company document obtained by Communications Week.

Among other elements of the new document management system are an improved version of Oracle's text-retrieval software, the new ConText text-analysis engine, and a set of programming interfaces and functions for supporting document management.

Oracle Documents will be tightly integrated with the Oracle7 relational database management system for security, storage and data consistency. The Oracle Office product will provide enterprise messaging and directory services to the new system, while Oracle SQL*Net will manage communications between clients and servers.

Oracle, based here, also plans to offer a workflow management capability for the system that will let users intelligently route collections of documents throughout an organization, the Oracle source said.

'Users haven't done much with text because there's been a lack of the kinds of tools that Oracle is now applying (to text information),' said Ester Dyson, editor of Release 1.0, an industry newsletter. 'No one else is doing this on such a broad scale.'

Oracle's challenges will be pricing the product competitively and meeting end user's expectations for ease of use, one industry observer noted.

At Oracle's developers conference in Burlingame, Calif., last week, company president Lawrence Ellison told attendees that Oracle's most significant announcements will be text oriented.

The combination of tools and technologies, including advanced linguistic analysis for searching a text database, was designed as a broad attack on the vast amounts of unstructured information - including word processing documents, memos and on-line libraries - that is still largely unorganized and inaccessible at many companies.

Oracle's goal is to support the creation of enterprise-wide document applications with a set of essential services, a database that can scale across different sizes of computers, a flexible programming environment and a strongly graphical user interface.

From the Oracle Documents user interface, desktop users will be able to load existing documents into the system or launch an application (including those from third parties) to edit the document, save it as a file and then load the file into Oracle Documents.

For each document the equivalent of a library card catalog entry is created. Users or systems administrators can set up categories for different types of documents, such as a budget, and assign to each category specific attributes, such as title, author and/or date created.

These and other definitions are all part of the catalog, which is used by the Oracle Documents search-and-retrieval engine to identify, find and access the desired information.

The search engine is Oracle's existing SQL*TextRetrieval product which includes extension to the Structured Query Language that let applications

search and retrieve text information. The search engine will be combined with Oracle ConText, a software product that reads text information and identifies contextual concepts.

Oracle Documents will also include version control, to manage the process of changing documents. Also, a set of access controls will let users or administrators limit who can see or change specific documents or **classes** of documents.

If desired, a replication or copying capability will let documents created on one network node be copied to other nodes, where they can be accessed and edited. Administrators can set up special background processes to transfer documents automatically around the network. For moving documents around a network, users will be able to use electronic mail or work flow, through the use of Oracle Office.

Oracle also will include a word processor, called Oracle Documents Forms Editor, as one of the client applications. The editor will have links to and be able to launch third-party applications, and vice versa, according to the Oracle document.

Oracle Documents is now in alpha test. A shipping version could be available by year's end, the source said. The product will be available initially for Microsoft Corp. Windows and Sun Microsystems Corp. Motif computers.

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MWS

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AMP online catalog shows way to support languages

(AMP provides example for those looking into adding multiple languages to Web site)

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ABSTRACT:

The catalog site of AMP (Harrisburg, PA) (<http://connect.amp.com>) supports a total of eight languages, namely English, Spanish, Japanese, Mandarin Chinese, German, French, Korean, and Italian. According to Fred DeCock, manager of AMP's electronic communication development, all the elements of the catalog site is placed in a database, in which each term is identified with a number. This site, notes DeCock, makes the user choose a language from a table of translated terms and then supports the particular language based on the business' country of origin. At present, DeCock is said to be exploring options regarding how the presentation of different languages could be synchronized. Article includes a discussion on some machine translation systems.

TEXT:

BY DANA BLANKENHORN

IF YOU'RE looking into adding multiple languages to your Web site, consider AMP's example.

The HarrisBurg, Pa.-based company's catalog site, <http://connect.amp.com>, supports eight languages.

How? Fred DeCock, the company's manager of electronic communication development, says everything in the catalog of electrical connection systems is in a database.

"Each term is identified with a number. Then you choose a language from a table of translated terms, which presents it in the language chosen," Mr. DeCock says. "It's not eight copies of the catalog."

AMP decides which languages to support based on where its business comes from. Languages on the site, in addition to English, are Spanish, Japanese, Mandarin Chinese, German, French, Korean and Italian.

To reach eastern European buyers, Mr. DeCock plans support for Russian this year.

However Mr. DeCock wonders how he'll synchronize presentation of different languages as the site changes.

One solution

Global Sight, Seattle, (<http://www.global-sight.com>) is among companies offering solutions to that kind of problem.

President Jorden Woods says his Ambassador Suite software "separates code from content on a Web page" and "keeps track of the whole translation process--the work flow management."

Essentially, Ambassador Suite builds a database out of a Web site's elements. Mr. Woods estimates it can cut development costs for a multilingual Web site by 10% to 15%, but those savings increase with time.

"If you're talking about maintenance, savings can be 75% to 90%," he says. That doesn't include actual translation costs, of course, which can run from 20 cents to 30 cents per word, Mr. Woods estimates.

Machine translation systems like the one from Transparent Language (<http://www.transparent.com>), Marlow, N.H., can help cut those costs, he says, but they "don't deliver a finished product."

Steve Allan, senior product director for Alis Technologies (<http://www.alis.com>), Montreal, agrees. "We end up working out a mix of human translation, machine-assisted human translation and machine translation," he says of his projects.

Human help needed

Human translation is necessary for home pages and corporate **profiles**, "where the sense of the message is important," Mr. Allan says.

Machine-assisted translation "gives you a database of what's previously translated," so you only need to translate what changes.

What languages are in most demand? Spanish for Latin America leads, followed by French, German and Japanese. Then come Italian, and Portuguese for Brazil.

So far, the leaders in **Web** site translation are a pair of Los Angeles sister companies, Bowne **Internet** Solutions (<http://www.bowneinternet.com>) and Bowne Global Solutions (<http://www.bowneglobal.com>). They not only deliver **Web** site translations, but translation of software and local hosting through 22 offices in 17 countries.

Why host overseas? Bowne **Internet** President P.J. Safford says users in France and Brazil prefer the nationalistic .fr or .br to .com.

While a multilingual site is a great thing to have, especially if you're selling overseas, you shouldn't just jump in.

Mr. DeCock of **AMP** notes that, while his site supports eight languages, 87% of his users still use English.

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